

January 29, 2008

Hon. Kevin J. Martin
Chairman
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

Re: MB Docket No. 07-148
Circuit City Commitment To
DTV Consumer Education

Dear Chairman Martin:

This letter supplements the Comments filed by the Consumer Electronics Retailers Coalition (CERC) in the above referenced docket,¹ and Circuit City's prior *ex parte* letter dated October 16, 2007. Our purpose in providing this supplemental letter is to further inform the Commission of the steps Circuit City has taken toward advancing the consumer education goals identified by the Commission in its Notice of Proposed Rulemaking (NPRM), as well as toward the goals identified by the Congressional leaders whose communications were cited in that NPRM. We also wish to assure you and your colleagues that Circuit City has been and will continue to be responsive to your leadership in working toward a DTV Transition that serves consumers, as well as the public interest.

Our October 16 letter reviewed the steps Circuit City had already taken. We were the first retailer to post area signs advising our customers of the passage of the DTV legislation, and particularly of the significance of the February 17, 2009 date for those customers who rely on antennas. We also distributed to our stores the "DTV Tip Sheet" prepared and branded by the FCC, the Consumer Electronics Association, and CERC.

¹ *In the Matter of DTV Consumer Education Initiative*, MB Docket No. 07-148, Comments of the Consumer Electronics Retailers Coalition (Sept. 19, 2007) ("CERC Comments").

Our October 16 letter also reviewed proactive steps that our CEO, Phil Schoonover, had personally committed to you that we would plan to implement during the course of the Transition. These included: Participation in the NTIA TV Converter program; specific training for sales associates regarding the TV Converter program and the Transition generally; inclusion of information in our in-store “video loops” and in advertising supplements; deployment of pamphlets to the stores; an enhanced focus area in our retail web commerce site on the DTV Transition and the TV Converter program; product labeling in compliance with Section 15.117(k) of Commission regulations until stocks of covered products are exhausted; and an expedited phase-out of “analog-only” TVs in our stores and at www.CircuitCity.com.

I am pleased to report on our progress in these areas:

- Circuit City has agreed to participate, and has been certified to participate in, the NTIA TV Converter Program. Working with the NTIA’s contractor team, Circuit City has invested in customizing its point of sale and financial systems, and is training its sales associates so as to be prepared to accept Converter Coupons in its stores in late February of this year. Circuit City expects to be receiving inventory of TV Converters on a timely basis.
- We have been working with the NTIA Contractor Team on training materials and are incorporating these materials into our training scheme for our sales associates to be prepared as TV Converters come on sale. Consistent with current concerns as understood from NTIA and the “CLC” part of the IBM team, one priority will be to assure that consumers with Coupons are acquiring Converters for antenna-reliant TV receiver products – since the unexpectedly large number of early requests for Coupons, official concern has arisen that some early Coupon requesters might not fully understand that Converters are needed only for antenna-reliant products. (Antenna reliance has been a focus of Circuit City signage since the passage of the Transition legislation.) Conversely, we understand that while a consumer with a valid need for a Converter should be aware of the three alternatives as identified in NTIA and FCC materials (a Converter; a subscription service; or a DTV or HDTV receiver), we should not seek to divert to other products an informed consumer who seeks to acquire a TV Converter.
- We are in the process of introducing informative material about the Transition and the TV Converter program, into our “video loop” that is seen on most of the TVs in our stores. Beginning in February, 2008, we are also reserving space in some of our Sunday advertising supplements for informative material about the Transition and the TV Converter program and products. These insertions will direct readers to material that will be featured at www.circuitcity.com/TVsignal.
- By mid-February, we will be launching a more prominent focus area on our eCommerce Web site about the Transition and the TV Converter program and products. As is indicated above, this will be linked to pointers in our advertising material.

- We are implementing new in-store vestibule area signage, directed to consumers who rely on antennas. We are also developing new informational pamphlets to educate consumers about the TV Converter program.
- Circuit City is working with external media partners such as Sound and Vision magazine to sponsor and launch consumer education projects regarding the analog to digital conversion generally. These will include working with media outlets on co-branded, innovative ways to inform the public, tied to dates approximately “one year out” from the Transition date.
- On December 1 we initiated a recall of any remaining stocks of “analog-only” TVs, aimed at clearing stock from stores by the end of 2007, with an indication that consumers purchasing such sets in the interim should be specifically aware of the contents of the advisory label required by Section 15.117(k) of Commission regulations. Circuit City has not offered any analog-only TVs on www.CircuitCity.com for several months.

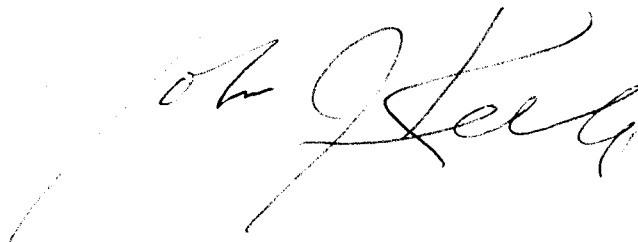
As Mr. Schoonover emphasized in his prior visit, Circuit City views its undertakings as pursuant to a partnership with the Commission, as well as with the NTIA. Hence, we should be and intend to be prepared to adapt to changing needs and circumstances. What we have implemented and planned thus far amply reflects the leadership of the Commission and its Chairman, as well as our very constructive work with NTIA and its Contractor Team; with CERC and CEA; and with the rest of the private and public interest sectors as represented by the DTV Transition Coalition. We look forward to working with the Commission, both before and after the issuance of a Report & Order in this Consumer Education docket, to achieve a fully successful Transition.

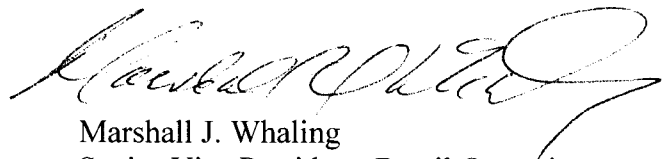
Respectfully,



Reginald D. Hedgebeth
Senior Vice President, General Counsel and
Secretary

John J. Kelly
Senior Vice President, Merchandising



A handwritten signature in black ink, appearing to read "Marshall J. Whaling", with a large, stylized flourish at the end.

Marshall J. Whaling
Senior Vice President, Retail Operations

cc: Commissioner Jonathan Adelstein
Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Deborah Taylor Tate